

WHAT IS CLAIMED IS:

1. A method for providing a broadcast of content to a receiver via a communication network, comprising the steps of:
 - a) receiving the broadcast on at least one global multicast channel;
 - b) associating at least one local multicast channel with the at least one global multicast channel;
 - c) connecting the receiver to the at least one local multicast channel; and
 - d) routing the broadcast from the at least one global multicast channel to the at least one local multicast channel to provide the broadcast to the receiver.
2. The method according to claim 1, further comprising the step of:
 - e) receiving a request from the receiver to receive the broadcast.
3. The method according to claim 1, further comprising the steps of:
 - f) inserting the broadcast into the at least one global multicast channel; and
 - g) transmitting the broadcast at the at least one global multicast channel from a global server to a local server.
4. The method according to claim 3,

wherein the at least one global multicast channel is a plurality of global multicast channels, and the at least one local multicast channel is a plurality of local multicast channels,

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wherein the broadcast is inserted into a first global channel of the global multicast channels,

wherein the first global channel is associated with a first local channel of the local multicast channels, and

wherein the receiver receives the broadcast from the first global channel on the first local channel.

5. The method according to claim 4, wherein the broadcast is inserted into the first global channel by the global server, and wherein the global multicast channels are received by the local server.

6. The method according to claim 5, further comprising the steps of:

h) at the global server, inserting a further broadcast of content into a second global channel of the global multicast channels;

i) receiving a request from the receiver to receive the further broadcast from the local server;

j) if the second global channel is not available to the local server, obtaining access for the local server to the second global channel;

k) after step (i), associating the second global channel with a second local channel of the local multicast channels; and

l) providing the further broadcast to the receiver by connecting the receiver to the second local channel and routing the further broadcast from the second global channel to the second local channel.

7. The method according to claim 1,

wherein the at least one global multicast channel is a plurality of global multicast channels,

wherein the at least one local multicast channel is a plurality of local multicast channels,

wherein the broadcast is inserted into a particular global channel by a global broadcasting device, and

wherein the broadcast from the global multicast channels are received by a local broadcasting device.

8. The method according to claim 7, further comprising the steps of:

m) inserting a local broadcast into a particular local channel of the local multicast channels, the local broadcast being different from the inserted broadcast; and

n) if the receiver issues a request to receive the local broadcast, establishing a communication link for the receiver to the particular local channel to receive the local broadcast.

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9. The method according to claim 1, further comprising the step of:

o) at a predetermined time and using a multicast communication, determining a number of receivers which are receiving the broadcast.

10. The method according to claim 1, wherein the receiver includes an Internet Protocol (IP) interface which enables the receiver to receive the broadcast via an IP-type multicast communication.

11. The method according to claim 1, wherein the receiver is wireless, and receives the broadcast in a first subnet using a multicast communication, and further comprising the steps of:

p) receiving, from the receiver moving from the first subnet to a second subnet, a request to receive the broadcast in the second subnet; and

q) after receiving the request from the receiver, providing the broadcast to the wireless receiver in the second subnet using the multicast communication.

12. The method according to claim 11, further comprising the step of:

r) stopping a transmission of the broadcast in the first subnet after receiving the request from the receiver.

13. The method according to claim 1, wherein normal content of the broadcast has at least one break of respective predetermined duration, and further comprising the steps of:

s) inserting respective predefined content data into the at least one break in the normal content of the broadcast; and

t) providing the broadcast to the receiver after the respective predefined content data is inserted into the at least one break of the normal content of the broadcast.

14. The method according to claim 13, wherein the predefined content includes at least one of an advertisement, a station break announcement, a promotion and other pre-recorded content.

15. The method according to claim 8, wherein the local broadcast has at least one break at a respective time and of a respective duration, and further comprising the steps of:

u) inserting respective predefined content into the local broadcast during the at least one break in the normal content of the local broadcast; and

v) providing the local broadcast to the receiver after the respective predefined content of the local broadcast is inserted into the at least one break of the normal content of the local broadcast.

16. The method according to claim 13, wherein the particular data includes at least one of an advertisement, a station break announcement, a promotion and pre-recorded content for global broadcast.

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17. A method for providing a respective predefined content to a receiver during a real-time broadcast of normal content, comprising the steps of:

- receiving the real-time broadcast of normal content from a remote device via a multicast communication, the real-time broadcast including information indicative of a respective time and a duration of at least one break in the broadcast of the normal content;
- inserting the respective predefined content into the real-time broadcast during the at least one break in the normal content; and
- providing the real-time broadcast to the receiver after the respective predefined content have been inserted into the at least one break in the normal content of the real-time broadcast.

18. The method according to claim 17, wherein the respective predefined content includes at least one of an advertisement, a station break announcement, a promotion and other pre-recorded content for global broadcast.

19. The method according to claim 17, wherein the real-time broadcast is received on at least one global multicast channel, and further comprising the steps of:

- associating at least one local multicast channel with the at least one global multicast channel; and
- establishing a network link between the receiver and the at least one local multicast channel, and wherein the real-time broadcast is provided to the receiver by routing the

real-time broadcast from the at least one global multicast channel to the at least one local multicast channel.

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20. The method according to claim 17, wherein the receiver is wireless and receives the real-time broadcast in a first subnet using a multicast communication, and further comprising the steps of:

- receiving, from the receiver moving from the first subnet to a second subnet, a request to receive the real-time broadcast in the second subnet; and
- after receiving the request from the receiver, providing the real-time broadcast to the wireless receiver in the second subnet using the multicast communication.

21. The method according to claim 17, wherein the receiver includes an Internet Protocol (IP) interface which enables the receiver to receive the real-time broadcast via an IP-type multicast communication.

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22. A method for providing and maintaining a real-time broadcast to a wireless receiver on a communications network, comprising the steps of:

providing the real-time broadcast into the receiver in a first subnet using a multicast communication;

receiving from the wireless receiver, moving from the first subnet to a second subnet, a request to receive the real-time broadcast in the second subnet; and

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after receiving the request from the wireless receiver, providing the real-time broadcast to the wireless receiver in the second subnet using the multicast communication.

23. The method according to claim 22, further comprising the step of:

- stopping a transmission of the real-time broadcast in the first subnet after receiving the request from the receiver.

24. The method according to claim 22, wherein the wireless receiver includes an Internet Protocol (IP) interface which enables the receiver to receive the real-time broadcast via an IP-type multicast communication.

25. The method according to claim 22, wherein the real-time broadcast is received on at least one global multicast channel, and further comprising the steps of:

- associating at least one local multicast channel with the at least one global multicast channel; and
- establishing communication to the wireless receiver over the at least one local multicast channel, and wherein the real-time broadcast is provided to the wireless receiver by routing the real-time broadcast from the at least one global multicast channel to the at least one local multicast channel.

inserting respective predefined content into the real-time broadcast during the at least one break in the normal content; and

27. A receiver, comprising:

an Internet Protocol-type communication device configured to receive a real-time

Internet Protocol broadcast via a multicast communication, the analog tuner being coupled to the Internet Protocol-type communication device

28. The receiver according to claim 27, further comprising:

a switching device coupled between the Internet Protocol-type communication device and the tuner, the switching device being switchable between a first state and a second state, the first state enabling the tuner to receive broadcast signals, the second state enabling the Internet Protocol-type communication device to receive Internet Protocol type data using the multicast communication.

29. The receiver according to claim 27, wherein the Internet Protocol-type communication device is connected to at least one local multicast channel for receiving the real-time broadcast from a global multicast channel.

30. The receiver according to claim 27,
wherein the receiver is wireless, and the Internet Protocol-type communication device receives the real-time broadcast in a first subnet using the multicast communication,

wherein, prior to the wireless receiver moving from the first subnet to a second subnet, the Internet Protocol-type communication device transmits a request to receive the real-time broadcast in the second subnet; and

wherein, after transmitting the request, the Internet Protocol-type communication device receives the real-time broadcast in the second subnet by utilizing the multicast communication.

31. A method for monitoring a number of receivers that receive a broadcast via a communication network, comprising the steps of:

providing the broadcast to at least one of the receivers on at least one local multicast channel; and

at a predetermined time and using a multicast communication, explain how the number of the receivers which are receiving the broadcast the number being determined by receiving information from the receivers indicative of the broadcast being received by the receiving.

32. A device for providing a broadcast of content to a receiver via a communication network, comprising the steps of:

a communication device communicating with at least one global multicast channel to receive the broadcast;

at least one local multicast channel; and

a processing device associating the at least one local multicast channel with the at least one global multicast channel, and routing the broadcast from the at least one global multicast channel to the at least one local multicast channel to provide the broadcast to the receiver.

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